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Governor Tony Evers
Secretary Emilie Amundson
Secretary's Office

DATE:

TO: Jeffrey Renk, Senate Chief Clerk
Patrick E. Fuller, Assembly Chief Clerk

FROM: Emilie Amundson, Secretary

RE: 2018 Annual Read to Lead Development Council Operations Report

S.48.53(2) of the Wisconsin Statutes requires the Read to Lead Development Council to report annually to the appropriate standing committees of the legislature on its operations. This report is being provided for your information only. No action is required.

Please feel free to contact us if you have any questions. The report is attached for your consideration.

Attachments: 2018 Annual Read to Lead Development Council Operations Report

cc: Barb Novak, Department of Public Instruction Designee

2018 Read to Lead Operations Report

Council Meetings

Five Read to Lead Development Council meetings were scheduled in 2018. The dates and topics covered include:

1. March 5, 2018 1:00 PM - 3:00 PM
 - A presentation was given by Ben York and Tiffany Graham from ParentPowered and Chloe Gibbs and Andrea Ringer from the Wilson Sheehan Lab for Economic Development Opportunities at Notre Dame. The presentation provided background on the text message program and outlined the study design to look at supporting summer learning. The Council also discussed several topics from the 2016-17 Legislative Audit Bureau including fundraising and membership led by Randy Keys, Chief Legal Counsel at DCF.
2. May 8, 2018 3:00 PM - 4:00 PM
 - At the May 8th Council meeting two motions were passed. First it was unanimously approved that the Council would not fundraise and would rely solely on the funding and resources provided from the legislature. Second it was unanimously approved that the Council supported the continued work and direction of the Ready4K program and associated research study.
3. August 21, 2018 1:00 PM – 4:00 PM
 - The September 21st meeting was facilitated by Raj Kamal from Credens Business Consulting. The council discussed and refined a mission statement, a set of priorities, and scope for the council.
4. September 17, 2018 1:00 PM – 1:30 PM
 - At the September 8th meeting one motion was passed. It was unanimously approved that a grant be awarded to ParentPowered for the purpose of providing the Ready4K texting program and a summer supplement to parents in Wisconsin districts participating in the early literacy pilot study, headed by the Wilson Sheehan Lab for Economic Development Opportunities at Notre Dame.
5. November 27, 2018 2:00 PM – 4:00 PM
 - This meeting was canceled.

Grants

One grant was issued in 2018.

ParentPowered PBC was awarded \$23,600 in 2018 for the creating of custom Ready4K summer texting programs for four Wisconsin communities with links to local resources as part of Supporting Families and Curbing Summer Slide: A Project to Advance Early Literacy and School Readiness in Wisconsin and Inform the Broader Early Childhood Field with Wilson Sheehan Lab for Economic Development Opportunities at Notre Dame.

Creation of custom Ready4K summer texting programs for four WI communities (with links to local resources)	\$50,000
Ready4K Implementation support and setup fees	\$10,000
Monthly staff support time (through summer of 2019)	\$10,000
Travel (two trips to Wisconsin during study period by two staff members)	\$10,000

Ready4K service costs (e.g., technology hosting and text message sending costs)	\$37,270.05
Total	\$117,270.05
Portion covered by ParentPowered PBC (80%)	\$93,670.05
DCF contribution	\$23,600

The program started on September 1, 2018 and will run thru December 31, 2019. ParentPowered PBC will provide semi-annual reports to DCF before February 28, 2019, July 31, 2019, and December 31, 2019. The reports will include progress on the creation of custom Ready4K summer texting programs, basic information on the text messages including number of families enrolled, number of text messages sent and parent persistence rate, and provide a brief qualitative description of PBC's implementation efforts.

As of February 28, 2019 ParentPowered PBC had completed the creation of the custom Ready4K summer texting programs. The messages include information on the importance of maintaining learning routines even when school is out.

City	# of Families Enrolled	# of Engagements	Persistence Rate
1	707	36,215	91%
2	385	14,875	85%
3	260	14,563	92%

Number of engagements refers to the number of texts delivered

Persistence rate is one minus the number of parent subscribers who have opted out of the program as a percentage of all parents enrolled in the program

Read to Lead Development Council Members as of September 11, 2018

Secretary of the Department of Children and Families

Emilie Amundson

Designee of the State Superintendent of Public Instruction

Barbara Novak

Chair, Senate Committee of Education

Senator Luther Olson

Chair, Assembly Committee on Education

Representative Jeremy Thiesfeldt

Ranking Minority Member, Senate Committee of Education

Senator Chris Larson

Ranking Minority Member, Assembly Committee on Education

Representative Sony Pope

Practicing Educators

Jill Riley

Suzette Preston – 4K

Kelly Luedeke – elementary education

Vacant – secondary education

Philanthropic Community Representatives

Jill Hoiting

Wanda Montgomery

Rowan Childs

Business Community Representatives

Jeff Roepsch

Mark Tyler

Vacant

Literacy Organization Representatives and Others

Michele Erikson – Wisconsin Literacy Association

Lynda Kohler – SHARP Literacy

Brooke Newberry - Wisconsin Library Association

Craig Albers - Research Community

Dipesh Navsaria – Reach Out and Read

Tammy Tillotson - International Dyslexia Association

Ann Becker - Organization that has its mission to service children with various types of disabilities

Barb Evensen – Higher Education

Vacant - Wisconsin State Reading Association

Vacant - Wisconsin Reading Coalition